

Gurpreet Singh

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PROFILE

A methodical and result driven Data Scientist having strong Analytical and Modeling skills with 2.5+ years of experience in one of the New York's fastest growing data driven company.

EXPERIENCE

AdTheorent, New York, NY

Oct 2013 – May 2016

DATA SCIENTIST

Delivered solutions for various Data Science projects ranging from research & development to creation of production level machine learning models for personalized ads targeting working with very large datasets.

- Inspired & directed the feature engineering efforts and led the model building on top of these features that allow for much more precise & intelligent predictions.
- Designed and Implemented Real Time Decision Machine on Real Time Bidding (RTB) platform to predict the likelihood of User Engagement using incremental classification models for over 25 billion+ ad requests every day.
- Beyond the core targeting algorithms, I also worked on several interesting and critical data analytic challenges that contributed to the overall reliability and performance including: Data Quality Management, Fraud detection, Attribution & Measurement. Used SQL, Python (pandas) and Apache Spark for doing most of the analytics work.
- Collaborated with different business teams to develop strategy, metrics & KPIs for campaign performance and classification models.
- Participation in creating optimal Real Time Bidding (RTB) strategies to optimize the campaign performance and yield results for Advertisers.
- Reduced New User Acquisition costs for Top Brands by 10% to 80% by developing robust Classification models using data from various sources.

RELEVANT SKILLS

Machine Learning: LDA, PCA, MLR, Logistic Regression, Neural Networks, KNN, K-Means, Gaussian Mixture Models, Decision Trees, Naïve Bayes.

Big Data Skills: Apache Spark, NoSQL (Aerospike, Cassandra, Dynamo DB), SQL, AWS

Programming Languages: Python, Java, C++

Web: HTML, CSS, Javascript

EDUCATION

City University of New York- Queens College

New York, NY

Bachelor of Science in Computer Science, Mathematics Minor, Summa Cum Laude

May 2013

RELEVANT COURSEWORK

Machine Learning, Probability & Statistics, Big Data with Apache Spark, Scalable Machine Learning, Linear Algebra, Design & Analysis of Algorithms, Database Systems, Software Engineering.

HONORS & ACHIEVEMENTS

Dean's List, Queens College CUNY

Jan 2011 – May 2013

1st Rank, City University of New York Math Challenge (Rd. I)

2012

REFERENCES

Available upon request